

Chapter 11

EXETER MASTER PLAN



Historic & Cultural Resources

*Final Draft for Presentation to Exeter Planning Board
December 2004*

Historic & Cultural Resources

1. Introduction

Exeter is, and has been, rich in American history since its original settlement in the 1600s. Among these resources are buildings, sites, documents, and institutions that trace the history of not just the Town, but the State of New Hampshire and the nation as a whole. These resources help to define the character of the town, and contribute to Exeter's quality of life and economic vitality.

The 1994 Exeter Master Plan addressed historic resources in a limited way as part of a broader chapter on conservation and preservation, including natural resources. However, the importance of our past and our historic resources to the future of the Town is such that this new Master Plan chapter, devoted exclusively to cultural and historic resources, was developed in 2004.

The purpose of this chapter is fourfold: 1) to identify and describe these resources and their significance in local and national history; 2) to present an overview of preservation tools and techniques that the Town currently uses or should consider; 3) to identify key issues that the town will need to address as part of its preservation program; and 4) to prioritize action steps for the town to identify, preserve, promote, and benefit from its cultural heritage. These elements are addressed in the following sections:

Section 1	Goals
Section 2	Overview of Exeter History & Historic Resources
Section 3	Issues Related to Historic & Cultural Resource Management
Section 4	Tools & Techniques for Cultural Resource Management
Section 5	Recommendations

Many resources are discussed in narrative format in Section C, but resources of known significance are also identified individually and cross-referenced to a map in Appendix I to provide the reader with easier access to specific information. Inasmuch as possible, the chapter seeks to describe these resources in an interesting, readable, and we hope, enjoyable manner.

2. Goals

The following goals are identified to establish the intentions of the Town regarding the identification, interpretation, and stewardship of historic and cultural resources. They have been developed based on input from the January 2004 Master Plan Visioning Sessions, other Town planning documents, and input from the Exeter Historic District Commission, Exeter Historical Society, and other stakeholders. They are intended to represent the goals and objectives of the Town in general, and do not necessarily tie specific goals and objectives to any individual Board or Commission.

- 1) **RESOURCE IDENTIFICATION**- *Conduct and maintain a comprehensive inventory of historical places in Exeter. Increase public awareness of Exeter's cultural and historical resources.*
- 2) **EDUCATION**- *Promote awareness and stewardship of Exeter's historic and cultural resources through engaging educational materials and programs.*
- 3) **RESOURCE PROTECTION AND STEWARDSHIP** - *Pursue an integrated approach to protecting, enhancing and benefiting from Exeter's cultural and historical resources. This should involve a combination of incentives, municipal investment, technical assistance, and planning and regulation integrated with the Town's land use planning program.*
- 4) **CULTURAL ACTIVITIES AND PROGRAMS** - *Encourage and support a vibrant array of cultural activities for residents and visitors.*

An overarching need, central to attaining all four of the above goals, is funding for projects and programs related to cultural and historic resources including rehabilitation, maintenance, and management of properties; education and interpretation; and property assistance.

3. Historic Overview & Resource Inventory

The following pages offer an overview of Exeter's physical, economic, and cultural development from its founding in 1638 to the present day. The overview is divided into ten sections, each with a description of key events and trends, along with examples of historic structures, artifacts, and other resources characterizing the period.

HISTORIC OVERVIEW OF EXETER

The Reverend John Wheelwright and 100 plus followers founded Exeter in 1638. They had been exiled from the Massachusetts Bay Colony because of doctrinal disputes with the Puritan Hierarchy and Governor John Winthrop. They settled at the falls of the Squamscott River, which gave them waterpower for mills, an easy voyage by water to Portsmouth, and ample supplies of fish. The Reverend Wheelwright purchased the land from the local Native American tribes. A copy of that deed remains preserved at the Historical Society.

During the 17th and 18th centuries, lumber was the mainstay of the community, with many sawmills going up at the falls and further up along the Exeter River. It was natural then, during this period of colonial America, that Exeter emerged as a significant shipbuilding center.

Exeter played a large role during the Revolutionary War Period, as it became the unofficial seat of the new State government after the British Royal Governor, seated in Portsmouth, was ousted in 1775. It was from the steps of Exeter's town hall that John Taylor Gilman, a son of Exeter's prominent Gilman family and a future Governor of New Hampshire for 13 terms, read the Declaration of Independence to the people of Exeter only two weeks after 4 July, 1776.

The 19th century in Exeter was characterized by industrial and commercial growth. Most of these small enterprises were financed and managed locally, thus preserving Exeter's unique independence. An example of these industries is the Exeter Machine Works established in 1864. The Exeter Manufacturing Company, the Exeter Mill and the Exeter Water and Power Company were chartered in 1827-1828. The Exeter Mill has been reported to be the longest running mill in the United States.

The 20th century has been characterized more by specialty business and residential growth. Starting with the Exeter-Hampton Trolley Line in 1897 and culminating in the completion of Federal highway systems in the 1950's, commuter travel to distant jobs became commonplace and has made Exeter an ideal location for residential development. This pattern continues to the present day.

HISTORICAL & CULTURAL RESOURCE TIMELINE

Pre-European Settlement

Native American groups arrive as the first settlers of the Squamscott River area as far back as 1000 A.D.

Native American sites in and around Exeter are about 3000 years old. The dates have been verified by crosschecking with radiocarbon dated sites. Exeter area Indians, mostly members of the Abenaki tribe, lived in small groups and were nomadic. Depending on the season the groups lived alongside the river and fished or lived further inland and hunted. In the winter they apparently compromised and lived in the marshlands.

The small group pattern changed radically in the early 1600's with the arrival of the Europeans. The Indians started living in larger groups in more permanent settlements near the newcomers. As a general rule, relations between the Indians and the settlers were good as long as local resources lasted. Once the settlers turned to farming as an economic mainstay, and sought Indian lands, however, relations soured. Exeter's settlers were among the first wave of Europeans turning to farming and thus alienating the Indians.

As attitudes changed and the occurrence of a smallpox epidemic that killed many tribe members, inland migration took the rest of the tribes out of the seacoast. Today there is no real trace of the town's Indian heritage and very little acknowledgement of Exeter's archeological past.

Archaeological Resources and the Pre-European Settlement Period

New Hampshire contains a wide array of prehistoric sites worthy of protection. Such sites represent non-renewable resources that contain a unique record of human activity spanning well over 10,000 years. This period followed after the retreat of the glaciers through the displacement of Native peoples by European colonists.

Archaeological sites are the only source of information we have about the prehistoric period, and can also provide an important dimension for understanding more recent history. Archaeological sites balance, corroborate, or contradict the written and oral record of history.

According to the New Hampshire Sites files located at the Department of Anthropology at Phillips Exeter Academy, there are 32 reported

prehistoric sites located in Exeter. Evidence uncovered at these sites demonstrates that human habitation in the Exeter area dates to the Early Archaic period spanning 9,000-8,000 years BP (Before Present).

Prehistoric sites in Exeter tend to be shallow in depth owing to the slow buildup of top soils. Furthermore, sites lack layers that would indicate multiple occupations. More commonly, a general area was occupied by different groups over a period of time with little overlap.

Inorganic materials dominate the archaeological record due to the acidic nature of New Hampshire soils. Thus there are few bones or artifacts derived from plant materials. The bulk of artifacts consist of flaked tools such as projectile points, drills, knives, scrapers, fish hooks and ground stone tools such as axes, adzes, gouges, abraders, and plummets. The most common types of stone used for these tools were quartz, rhyolite, felsite, and hornfels. Local sources of these materials would have been river beds or nearby quarries.

Both the Exeter historical Society and Phillips Exeter Academy have archaeological materials from Exeter on display.

First Period (1638-1643)

English Settlement and Establishment of Local Government

Settlers led by Reverend John Wheelwright secure land rights from natives and sign the Exeter Combination establishing a local government.

The Reverend Wheelwright had secured a deed to a thirty mile square area from the local Indians, but the original Town never controlled the whole of it. Exeter did, however, include Newmarket, Epping, Brentwood, and Fremont at this time. The settlers were quick to form an organized community. They founded a church, but did not build a meetinghouse. Wheelwright wrote, and thirty-five heads of families signed, on July 4, 1639, the Exeter Combination in which they proclaimed their intention to make their own laws, with the customary nod to God, King Charles I, and the Bay Colony.



Wheelwright Indian Deed

The Government they set up was very much like the traditional New England town meeting system in which three elders, with executive and judicial powers, were elected by the whole body of freemen and a town meeting, of all freemen, enacted legislation.

Historical and Cultural Resources of the First Period

There are no remaining buildings from this period, but there are documents. The Wheelwright Indian Deed, shown at the right, is kept in the Historical Society. The Town Book, which contains proceedings of the Town Meeting beginning in 1638, contains the Exeter Combination and is an indispensable source for Exeter history.

Second Period (1643-1680)

New Settlers, First Industry, and King Philip's War

More settlers arrive, wrestling political control from founders; lumber milling and shipbuilding are established as Exeter's first industries.

By 1643 the town of Exeter was thriving. It had a gristmill and had made provisions for a band of soldiers. Its population, had increased to the point where newcomers were able to out-vote the original settlers and petition Massachusetts to annex the Town. Wheelwright and a number of other prominent citizens had to go into exile. Their departure, however, was soon made up for by new arrivals. Most important among them were the Gilmans, Folsoms and Dudleys.

Samuel Dudley was the first settled minister after Wheelwright. The Gilmans and Dudley all established saw mills to use the Town's abundant timber resources. The Gilmans and others soon established a thriving ship building industry on the river. The first meetinghouse for the Church was begun in 1650. John Gilman was appointed to lead Exeter's sixty soldiers in 1660. King Philip's War broke out in 1675. Exeter escaped any major attack, although John Robinson was killed in an isolated ambush.



Gilman Garrison House

Historic and Cultural Resources of the Second Period

The Gilman Garrison House is the chief remaining historical and cultural resource from this period. The date of the building is disputed and not yet been definitively proven. But, there is no denying that the squared log house that forms the core of the house displays the architecture of medieval England. It has the overhanging second story, evidence of narrow horizontal openings and of a portcullis inside the front door. Later renovations make arriving at a definitive date without a careful scientific examination unlikely. There were other garrison houses in the Town. The Hiltons had one in what is now the town of Newfields. A 1667 deed referred to High Street as "Fort Hill," while Town Records locate the new meetinghouse as near "the great fort," site of the current Congregational Church.

Third Period (1680–1692)**English Politics and Local Control in the Colonies**

Kings Charles II and James II consolidate control over New England, but the colonies regain their charters following the Glorious Revolution of 1688.

In 1680 King Charles II made New Hampshire a Royal Province as part of his policy to gain greater control of the New England Colonies. New Hampshire had been granted to John Mason in 1629, but he had died in 1635, leaving a minor as his only heir; therefore, Exeter and the rest of New Hampshire had been free from control by an English proprietor from 1635 on. The English Civil War and the government of Oliver Cromwell, which followed, had prevented the family from trying to reassert their claim to proprietorship. When the Colony was made a Royal Province, the new heir tried again. The English Courts said he had no right to rule, but had a right to all the land in the colony. He tried to collect land rents and to regain ownership, but failed because much of the land was owned by prominent men who refused to pay him. Then, when a rigged local court confiscated the property, no one would buy it. In Exeter, for instance, no one would buy land expropriated from the Gilmans or Folsoms.

When Charles II died in 1685, his brother, James II, who was a Roman Catholic with a strong belief in the divine right of kings, succeeded him. He took a dim view of Puritan New England and the relative freedom from rule by London that it had heretofore enjoyed. He took away Massachusetts' and New Hampshire's charters and included them in the newly formed Dominion of New England. James II was overthrown in 1688 by the Glorious Revolution, which put the Protestants William and Mary on the throne. The Dominion of New England was dissolved and the colonies received their charters back. In 1692 the colony was made a royal province once again.

Cultural and Historic Resources of the Third Period

This is a period significant for its political instability. In addition, the town records from 1682-1689 are missing.

Fourth Period (1692-1775)**Colonial Prosperity, European Proxy Wars, and Prelude to Revolution**

Exeter's population and prosperity grow; neighboring towns separate; colonists fight for England in the French and Indian War; and the First Provincial Congress forms to respond to taxation without representation.

With the accession of William and Mary, the citizens of Exeter were left to run their own affairs very much as they had before the last of the Stuart kings had begun to deprive the Colonies of the freedoms granted them in their charters. They were, however, drawn into European wars as never before. King William was Stadholder of Holland and had been desperately trying to defend The Netherlands from invasion by Louis XIV of France. As King of England, he brought England and her Colonies into the war against France. The Colonists had to cope with invasions by regular French forces aided by their Indian allies. There were a series of wars, interspersed with periods of uneasy peace, until the final victory over the French in 1763. Exeter was spared any major attack, although individuals, such as Colonel Winthrop Hilton were killed in ambush. Exeter, however, was forced to maintain a militia force to protect itself and to aid other towns. For instance, Exeter militiamen were at the siege of Fort William Henry where Major John Gilman lost his gold braided coat. All those years of training and fighting the Indians meant that many Exeter and other New England men had had a great deal of military experience by the time of the Revolution.

Despite the turmoil of those war years Exeter had prospered. Its population had grown from that of a frontier village of approximately 300 to a town of 1741 inhabitants, according to the 1775 census - even though the towns of Newmarket, Epping, and Brentwood had all separated from Exeter. The Town had built a new meetinghouse in 1696 on a site near the present Congregational Church, and replaced it with a larger one in 1731. It had a Town House, one or more elementary schools, and a grammar school. In the late 1730s the Great Awakening, sparked by Jonathan Edwards and George Whitefield, had come to Exeter. As a result, the church had split into a first and second parish by 1735.

The removal of the menace from the north was not followed by a time of peace and tranquility, because the British Parliament levied direct taxes on the Colonies to help pay for the wars. Previously, the colonies had taxed themselves through their own colonial legislatures. The wars had also cost the colonies heavily and they objected to "taxation without representation."

In January 1774, the citizens of Exeter held a special meeting in which they voted to fight for their rights against the London government, to set up a Committee of Correspondence to keep in touch with committees in other colonies, and to make sure that the tea dealers in Exeter did not purchase any more tea.

The British Parliament passed the “Five Intolerable Acts” in 1774 to punish Boston for the Boston Tea Party. Those acts greatly intensified the disputes between the Colonies and Great Britain. In May 1774, Governor John Wentworth dissolved the Provincial Assembly and forbade a new one to meet in the Portsmouth Province House. As a result the First Provincial Congress met in Exeter on July 21, 1774. In December 1774, New Hampshire men forcibly took the powder from Fort William and Mary in Portsmouth.

Cultural and Historical Resources of the Fourth Period

There are a number of building and documents surviving which illustrate this period in Exeter History:

- Giddings Tavern, on Park Street, was the meeting place of the men who dressed up as Indians in 1734 and attacked the King’s Mast Agent and his men who had come to seize lumber illegally cut from the “King’s trees.” They threw the agents down the stairs of a Water Street tavern and destroyed their boat, forcing them to walk back to Portsmouth. This incident was one of the earliest examples of violence against royal officials.
- The Town Powder House, built in 1771, was used to store some of the gun powder taken from Fort William and Mary. The Town later sent some of it to be used at the Battle of Bunker Hill.
- The Town House Common Park, site of the Town House, which along with the First Parish Meeting House, was the meeting place for the Provincial and State Legislature from 1774 to 1783.

Among the notable early 18th Century houses are the following:

- The Ladd-Gilman House on Water Street (now the American Independence Museum);
- The Folsom Tavern on Water Street;
- Three early grand, gambrel-roofed houses, the Nathaniel Gilman House on Front Street, the Odiorne–Bickford House on Cass Street, and the Jeremiah Smith House on Park Street;
- The Smith House on the north side of High Street;
- A large six-bay house on the corner of Front and Center Streets, which was the home of the “ingenious” Benjamin Clark Gilman-clockmaker, maker of surveying and navigational instruments, and of an aqueduct which, in 1801, brought water to some houses in Exeter;



Town Powder House



Ladd-Gilman House



Folsom Tavern



Tattersal House

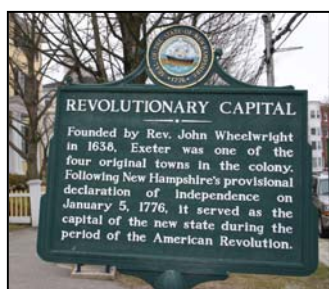
- The Tattersal House on Water Street, home of a Revolutionary War doctor;
- The Leavitt Tavern on Winter Street; and
- Two eighteenth century farm houses on Front Street, built when the area was not part of the town center.

The Phillips Exeter Academy Library possesses a number of broadsides printed in Exeter to publicize acts of the State Legislature. The Exeter Historical Society has printed acts of the legislature plus some artifacts from the period.

Fifth Period (1775-1783)

Revolutionary War and Designation as the State Capitol

Provincial Congress, sitting in Exeter, adopts the first NH State Constitution; Exeter men leave to fight the British; and Phillips Exeter Academy is founded in 1781.



**Town Historical
Marker**

The year 1775 was the year that the American Revolution became inevitable. At the news of the Battles of Lexington and Concord, 108 men from Exeter joined the 2000 men from New Hampshire who marched to Boston. When the Royal Governor John Wentworth fled Portsmouth on August 23, 1775, New Hampshire was left without a legally constituted government. The Fifth Provincial Congress, sitting in Exeter, adopted the first written State constitution on January 5, 1776, and on June 11, 1776, declared independence from Great Britain.

Exeter was a town of some 200 houses clustered on lower High Street, along Water Street, as far as Park Street, and on Front Street, thinning out beyond the present day Academy grounds. It had two meetinghouses, several taverns, saw mills on the Exeter River, and busy wharves and shipyards on the Squamscott River. Robert Luis Fowle started Exeter's first printing business and first newspaper, probably in 1775.

By 1776, Exeter had a powder mill and in 1777, a paper mill. Exeter was the center of the State government for the duration of the Revolution. The legislature met there as did the Committee of Safety, which functioned as the State executive when the legislature was not in session. The State Treasury was located in the Ladd-Gilman House and Nicholas Gilman, Sr. was the treasurer. Official State papers were printed in Exeter, as were the State's bills of credit.

In 1781, John Phillips founded Phillips Exeter Academy with a gift of c. \$60,000. The first class entered in 1781.

Cultural and Historical Resources of the Fifth Period

- The Ladd-Gilman House, formerly the headquarters of the New Hampshire Society of the Cincinnati, is a treasure house of American Revolutionary War artifacts. It was the State treasury during the war and the personal credit of Nicholas Gilman was about all that backed the State's bills of credit. An original copy of the Dunlap printing of the Declaration of Independence was found in the attic. It now spends six months of the year in Exeter and six months in Concord.
- The collection of the Exeter Historical Society includes the English common press on which State Bills of Credit were printed, also official publications of the State Legislature, Exeter's first newspaper, original copies of war time newspapers and official State documents from the war period. They also maintain a collection of weapons and other military items.
- The collection of Phillips Exeter Academy Library includes a broadside of the first New Hampshire State Constitution of 1776 (the original vellum copy has been lost) and a large collection of broadsides, some of which were printed in Exeter.
- None of the buildings associated closely with the Revolutionary War remain, except the Ladd-Gilman House. The site of the Town House, where so much of New Hampshire's contribution to the war was enacted, is now a park. The third meetinghouse of the first parish, where the legislature sometimes sat, is gone.
- The original Phillips Exeter Academy building still stands. After three moves, it sits on Elliot Street as an eloquent reminder of how the Academy has grown when contrasted with the many buildings of the current campus.
- Although the core of the Gilman Garrison House is an early square cut log house, the c. 1772 wing, the present roof profile, and other interior modifications are elegant examples of early and late Georgian interiors.

Sixth Period (1783-1789)

Post Revolution Period

NH ratifies the U.S. Constitution; and local industry recovers from the British blockade during the Revolutionary War.

This is the period of post Revolutionary War confusion, of the weak government established under the Articles of Confederation, and the adoption of the Constitution. Exeter was no longer the seat of the State government, but the legislature did meet in Exeter, on occasion, until Concord was officially designated the State Capitol in 1818. The

General Court was meeting in Exeter in 1786 when a mob of farmers besieged it, demanding the re-institution of paper money as legal tender. The legislators and prominent Exeter citizens dispersed them. Also the first meeting of the Constitutional Convention took place in Exeter in February 1788, but when the Federalist realized they did not have the votes to pass it, they engineered an adjournment to Concord. There in June 1788 New Hampshire became the necessary ninth state to ratify the U.S. Constitution, ensuring its adoption.

The war and the British blockade had seriously damaged Exeter's ship and ship building industries. It had, however, stimulated old industries and led to new ones being established.

Cultural and Historic Resources of the Sixth Period

The American Independence Museum maintains Nicholas Gilman, Jr.'s annotated draft of the U. S. Constitution, as well as a posthumous portrait of him. Gilman was one of New Hampshire's two delegates to the Constitutional Convention in Philadelphia.

Seventh Period (1790-1840)

Water Power and the Early Industrial Revolution

The State Capitol moves to Concord; the shipbuilding industry declines; and water power drives new industrial development and brings new wealth to the community.

With the capitol now at Concord, Exeter had lost its political importance, but the Town continued to grow. In 1790 its population had dropped to 1722, but by 1830 it had increased to 2,759. Its shipping industries had begun to recover. According to Samuel Tenney in 1795, four or five ships of various tonnages were built in a year in Exeter and that the same number of Exeter owned ships sailed in foreign commerce. The War of 1812 and President Jefferson's Embargo signaled the end of the Squamscott River's shipbuilding industry and significance as a port for Exeter owned ships. In 1836 a schooner was the last sizable ship launched in Exeter. Other industries, however, flourished at various dam sites on the Exeter River. There were sawmills, a paper mill, a fulling mill, a linseed oil mill, and a starch mill. Most important of all, the Exeter Manufacturing Company was established in 1830 to use waterpower from the Exeter River. For many years this cotton textile mill was Exeter's major industry.

One Exeter industry deserves special mention. Beginning with the Fowle brothers in c. 1775, Exeter became a center of printing and publishing. The most important firms were those of Henry Ranlet and

J. & B Williams. Ranlet printed books of all kinds including collections of vocal and instrumental music. The Williams Brothers published 50,000 volumes in one year. Many short-lived newspapers were published during this period. The Exeter Newsletter was first published in 1831 and is still in publication.

Historical and Cultural Resources of the Seventh Period

The principal resources for this period are architectural and printed materials. This is the Federal period in architecture and, as it happens, the period for which we have the name of an architect for the first time. The earlier Georgian houses were designed by their owners or by the carpenter builder in a style that seemed to be part of the ethos and did not have to be taught. Some may have had English pattern books. We do know that Ebenezer Clifford, our first architect, had two architectural pattern books by Batty Langley. He had not been to a school of architecture (there weren't any) but the excellence of his work qualifies him to be called an architect.

Architectural Resources:

- Clifford designed the fourth Congregational Meeting House built in 1798. It is magnificent example of the adaptation of classical forms to a traditional New England meetinghouse. It was very large for its time and according to a visitor from Salem, Mass., the woodcarving on the galleries was the best he had ever seen. The galleries disappeared during a 19th century renovation of the interior and nothing was saved.
- Clifford also designed the Tenney House, now on the corner of High and Gardner Streets. It is a very high style house derived from a much larger English country house.
- On the east side of lower Front Street there are three dignified Federal three-story mansions, the Sullivan-Sleeper House, the Gardner House, and the Dudley House. There is another on the corner of Front and Elliot Streets.
- There are a number of other Federal houses scattered about the Town, among them are the Bell House, on Front Street, and the two brick houses of the Williams brothers, the printer-publishers. One is at 80 Front Street and the other on Williams Court.
- A number of Greek revival houses were also built in this period. The Fisk House on Elliot Street with its columned veranda is good example.



Tennev House

Documentary Resources:

- The collection of the Exeter Historical Society contains a number of early Exeter imprints, newspapers and publications of the State Legislature and Clifford's copy of Batty Langley's pattern book.
- The Phillips Exeter Academy Library also has a collection of Exeter imprints and a different Batty Langley pattern book that had belonged to Clifford.

Eighth Period (1841-1914)**Railroads, Steam Engines, and Civic Development**

The railroad and steam engine reshape Exeter's industry; and downtown & civic institutions take shape.

Exeter began this period as little more than a village of c. 2800 inhabitants. The police force established in 1823 was the only municipal service. After the coming of the railroad in 1841, Exeter's industries shifted away from the falls of the Squamscott/Exeter river, and began concentrating in the west end of town near the railroad tracks. Eventually only the Exeter Manufacturing Company remained on the river, but it no longer relied exclusively on waterpower. A very large proportion of Exeter's young men enlisted in the Union forces during the Civil War. Gilman Marston became a brigadier general and survived three wounds.

By 1900, Exeter had most of the services expected of a town: mail delivery, paved roads, a town funded library, a high school, gas and electricity, an electric trolley, and a hospital. The Exeter-Hampton street car line ran from Lincoln Street our Front Street and High Street to Hampton. It began service in 1897 and ran until 1920.

William Robinson founded a secondary school for girls in 1865 with the stated intention of equipping girls to compete with their brothers. Phillips Exeter Academy had grown to 320 pupils by 1887. Where until 1800 there had been only the First and Second Parishes of the Congregational Church, there were now eight new denominations in the Town. The railroad tracks were now bordered with new industries, two shoe factories, a box factory, a brass works, the Exeter Machine Works that made boilers and radiators, and a factory that made rubber covered steps for carriages.

Exeter also produced some unusual people in this period. Lewis Cass had a prominent military and political career, culminating in an unsuccessful run for president. In 1853 Amos Tuck gathered politicians

from anti-slavery splinter parties for a secret meeting in Exeter in which they agreed to form a new party, called Republican.

Amos Tuck later entertained Abraham Lincoln during his 1860 visit to Exeter, during which Lincoln gave a speech in Exeter's new Town Hall. Edward Tuck, Amos' son, became a wealthy banker in Paris. His philanthropies included the Tuck High School and Hospital Nurses Home in Exeter, the Tuck School of Business Administration at Dartmouth, and the New Hampshire Historical Society Library. Daniel Chester French the great nineteenth century sculptor was born in Exeter and always maintained affection for the Town. Elizabeth Gardner Bouguereau left Exeter to study art in Paris where she not only became a successful painter, but also was very influential in breaking the taboo against women studying in artist's ateliers. Ambrose Swasey invented the turret lathe, which could use multiple tools at the same time. He co-founded the Warner-Swasey Works in Cleveland, Ohio. He was a great philanthropist, giving to Exeter the Swasey Parkway and the Swasey Pavilion. Judge Henry A. Shute wrote many amusing books set in the Exeter of his youth. They were very popular when they were published and still have a following.

Cultural and Historical Resources of the Eighth Period

Exeter is very rich in architecture from this period. Unlike the eighteenth century, the nineteenth had schools of architecture and Exeter was fortunate in having some well-known professional architects work here. Also, Exeter now had such cultural institutions as a public library, a brass band, an opera house, a public lecture series endowed by Abner Merrill, and a number of clubs that emphasized cultural and philanthropic activities.



**Exeter Town
Hall**

Architectural Resources:

- The Exeter Town Hall, on the corner of Water and Front Streets, is a very dignified building in the Roman style with a portico and a cupola surmounted by a Statue of Justice. It was built in 1855 and designed by the Boston architect Arthur Gilman, who laid out Commonwealth Avenue in Boston.
- Ralph Adams Cram, a descendent of one of Exeter's first settlers, designed Phillips Church at Front Street and Tan Lane. He was famous for his correct Gothic Revival buildings, and the church is modeled after an English village church. Cram also designed the original section of the Exeter High School on Linden Street, several Colonial Revival dorms at Phillips Exeter Academy, and the Georgian Revival Davis Library (the former Academy Library).

- The Exeter Historical Society (formerly the public library) is Roman Revival and was built in 1894 by Rotch and Tilden, a distinguished Boston firm. It was a memorial to Exeter men who served in the Civil War and the names of those men are engraved on four large marble plaques on both sides of the front door.
- The main Phillips Exeter Academy building and much of its campus were also designed by Cram or his firm. These buildings are Georgian Revival in red brick with marble trim.
- The First Baptist Church on Front Street is Venetian Gothic and is by Rufus Sargent of Newburyport.
- Several grand Victorian mansions are on Front Street, including the Second Empire Moses-Kent House and the Wood-Pearl House.
- A fine example of the Italianate Style is the Amos Tuck House on Front Street. It was built in 1853 and presumably Tuck's friend, Abraham Lincoln, stayed there during his Exeter visit in 1860.
- The birthplace of Daniel Chester French is located on Court Street. The house his father built on Pine Street, before the family moved to Concord Massachusetts, has been moved to Nelson Drive. Though it is not very large, it has large graceful rooms.
- The Water Street business district has a number fine Victorian buildings. The Merrill Block, the Janvrin Block and the Ranlet building have suffered least from inappropriate remodeling.

Cultural Resources:

- Four busts by Daniel Chester French: a bronze of his father Henry Flagg French; a plaster of Ralph Waldo Emerson in the Exeter Public Library; and two others in plaster, of Amos Tuck and of Ambrose Swasey, both at the Exeter Historical Society.
- "Crossing the Brook," a large painting by Elisabeth Gardner Bouguereau is in the Historical Society.
- A portrait of William Robinson, in the Public Library, is by Thomas Sully, considered one of the major portraitists of the period.
- Two portraits of John Wheelwright, Exeter's founder, are copies of the seventeenth century original now located in the Massachusetts State House. One of the copies is in the Historical Society and the other in the First Congregational Church.
- The Exeter Brass Band is founded in 1847.

Ninth Period (1915-1950)

The City Beautiful Movement, World Wars, & Dawn of the Modern Era

The City Beautiful Movement spurs further civic improvements; Exeter industry supports the war effort.

The City Beautiful movement was a reform response to urban poverty. Proponents believed that civic structures and spaces such as parks, parkways, fountains, and statuary - designed on principles of order, dignity, and beauty - would induce civic pride and its attendant moral and economic reforms. While the movement originated in the late 19th century, the gifts to the Town by Ambrose Swasey of Swasey Park and Swasey Pavilion during this period are among the best examples of the movement in Exeter.

These years were also the beginning of great changes in Exeter. Through both World War I and World War II, Exeter sent its sons to the armed forces in great numbers and its industries produced war goods--shoes, parachute cloth, and especially items in brass.

The Town's population grew to over five thousand during this time. A new, larger, and better-equipped hospital was built. Phillips Exeter Academy increased its endowment, the size of its enrollment, and the number of buildings on its campus.

Cultural and Historic Resources of the Ninth Period

There were a few notable buildings completed early in this period, but with two World Wars and the Great Depression, the Academy with its big increase in endowment was the only active builder. There was, however, some increase in the cultural amenities available to the town's people. The Ioka Theater opened in 1915, showing silent moving pictures in 1915 and talkies in 1929. The Exeter Players gave their first performance in 1936, bringing a higher standard of performance than had been seen in Exeter before.

In 1936 Phillips Exeter Academy contested its tax bill, claiming that its charter exempted it from taxation. The case was tried in the New Hampshire courts, which decided that only the academic buildings were tax-free and that those buildings such as dormitories, which brought in revenue, could be taxed. This decision was a great relief to the Town because the Academy now owned a large area in the middle of the Town that previously had been taxable.

Architectural Resources:

- The Swasey Pavilion on Water and Front Streets (commonly referred to as the Bandstand) has become a symbol of the Town. It was donated by Ambrose Swasey in 1915 and designed by Henry Bacon, architect of the Lincoln Memorial. It is built of marble and granite with a mosaic floor and a mosaic ceiling, and with lion-headed water spouts around its copper roof.

- The McReel Block on Water Street is another example of the influence of classical architecture, with a curving façade matching the curve of the street.
- Phillips Exeter Academy, having received a major gift from Edward Harkness, built a new administration building, two new dormitories, a new classroom building and a science building. These buildings all kept to the Georgian style of earlier buildings.



**Gale Park WWI
Monument**

Cultural Resources:

- The Exeter Historical Society, established in 1927, now in the former Public Library on Front Street, is a non-profit organization run principally by volunteers. It is dedicated to preserving Exeter's history in documents, photographs, and objects. It has a large collection, mostly donated. It is especially rich in genealogical information, but it has collections of items and documents relating to Exeter families; two of the largest are of the Perry-Dudley family and of Ambrose Swasey. It has many early deeds, court papers, newspapers published in Exeter and Exeter imprints.
- The Exeter Public Library has an extensive genealogical collection, plus several portraits of prominent Exonians in addition to the two busts by Daniel Chester French previously mentioned.
- The Swasey Parkway bordering the Squamscott River was another gift to the Town by Ambrose Swasey.
- The bronze World War I memorial by Daniel Chester French is located in Gale Park on Front Street.

Tenth Period (1951 to Present)

The Automobile Age and the Service Economy

The rise of the automobile, zoning, and changes in the regional economy shift settlement away from downtown toward outlying areas.

The aftermath of the Second World War brought great changes to the country and to Exeter. In the 1940's Exeter had a population of fewer than 6,000 while today it has around 14,000. This population change is principally the result of an influx of people from out of state moving to the Seacoast Region of New Hampshire. During the Great Depression, the sight of a new house being built was rare enough to draw sightseers. Most Exeter streets had been built up one or two houses at a time, but now tract houses, nearly all alike, are being built in the outskirts in contradistinction to the old streets with their varied architecture. Whereas during the war Exeter's old industries had thrived, by 2000 none of them were still operating. They had been sold and moved elsewhere, or else gone out of business.

The Exeter Manufacturing Company buildings were made into apartments and the Wise Shoe Factory into condominiums. Exeter banks once locally owned or managed had been absorbed by larger banks, some of which were foreign. The industries still operating in Exeter are located in special industrial zones and are mostly components of large companies based elsewhere. Phillips Exeter Academy, however, continues to grow. With the admission of girls in 1970, the Academy increased its enrollment to around 1000 from less than 800. It also continued to expand its campus and to buy formerly privately owned house near its campus.

Cultural and Historic Resources of the Tenth Period

Architectural Resources:

- The principal building activity in Exeter for this period has been by Phillips Exeter Academy, aside from residential subdivision development on the Town's outskirts.
- The new Academy Library was designed by Louis I. Kahn and opened in 1971. It is a large brick box with a spectacular feeling of space on its main floor. It has been highly praised by architectural critics and won a prestigious prize.
- The Academy also built several dormitories, a new gymnasium, and new buildings for science and music.
- Founders Park, on Chestnut Street and Founders Gate, has a sculpture in the park. The Founders Gate has a bronze plaque with excerpts from the Exeter Combination on it and ceramic bas-reliefs of John Wheelwright, John Phillips, and Nicholas Gilman.
- The new Public Library is a modern brick and glass building



**Phillips Exeter Academy
Library**

Cultural Resources:

- This last period of Exeter's history has seen a great increase in interest in cultural activities. There now is municipal support for some cultural activities and the schools now offer much more training in art and music than in the previous generation.
- The Town Recreation Department offers bus tours to museums and theatrical productions.
- Phillips Exeter Academy has many musical performances, lectures, and an art gallery that are open to the public.
- The Exeter Historical Society maintains a research library and a season of historical lectures. All are open and free to the public.
- The Exeter Public Library sponsors a series of literary lectures.

- The American Independence Museum is a house museum that displays many interesting artifacts from the Revolutionary War. The museum includes the Folsom Tavern where George Washington had breakfast during his tour of New Hampshire. It also sponsors a Revolutionary War festival.
- The Exeter Center for Creative Arts (ECCA) on Lincoln Street provides classes in the arts.
- There is an art gallery on the second floor of the Town Hall that exhibits paintings, drawings, and photographs by Exeter artists.

4. Issues of Cultural Resource Management

The Town faces a number of issues and challenges in implementing efforts to maintain, enhance, and benefit from its historic and cultural resources. One critical challenge is building and maintaining public support for these efforts, which involves ensuring that the public both perceives the value to the community of historic and cultural resources, and understands the measures proposed to protect them. Efforts to extend the Town's historic districts suggest the need for new strategies to meet this challenge, which are discussed below and in the following section.

Another issue with which the Town must grapple is that of what resources receive recognition as being significant in the Town's history. Is the full extent Exeter's cultural, physical, and economic development represented by those buildings currently listed on the National Register or included within the Town's two historic districts, or are there additional places that should be recognized? The following paragraphs address these challenges, and suggest approaches for their resolution.

WHAT DO WE PRESERVE?

The buildings included in Exeter's Historic Districts date predominantly to the 18th and 19th centuries, and from the early 19th Century forward, most listed properties represent high-style residential, commercial, and civic architecture. They are a remarkable collection of buildings that represent important aspects of local, state, and national history – but they do not represent the full scope of historically significant places in town that demonstrate the variety of ways in which Exeter residents earned a living and went about their daily lives.

The definition of historic significance as recognized by the National Register of Historic Places is substantially more inclusive than many people realize, and is broader than the concept of significance that is reflected in the set of buildings currently recognized by the Town as having historic value.

One difference has to do with building age. While most of the buildings in the historic districts date to the 19th century or earlier, buildings as young as 50 years are eligible for the Register provided they meet other criteria. The Register includes not just places of national significance, but also places significant in state and local history. This isn't limited to high style architecture, but can include more modest buildings such as mills, structures associated with railroads, outbuildings, and even agricultural landscapes, in recognition of their importance in the Town's history. This importance could be linked to a specific remarkable event, or to broad trends and patterns in the local development, such as industrialization in the 19th century, or suburbanization in the 20th century. Beyond this, the Town is not bound by the requirements of the National Register in deciding what buildings are important to Exeter's history and character, and can make its own determinations of historical value.

One barrier to such an approach is that many buildings from the later 19th Century or early 20th Century don't capture the public's imagination in the way as buildings that date to the Colonial era. Ultimately what receives recognition as significant is determined by what citizens see as historic; so while buildings from the more recent past may be technically eligible for the National Register, actual designation as a local historic district is a community decision. One could also argue that such a comprehensive approach to significance means that virtually anything over 50 years old could be defined as historic, with the result that nothing old could be changed and development would grind to a halt.

Preservation is not about slowing or stopping development, though, but about recognizing the value of what is already here. A first step toward addressing both of the concerns noted above is developing what the NH Division of Historic Resources calls a Town Wide Area Form, sometimes also referred to as a Historic Context Statement, together with a comprehensive historic resource inventory.

These documents identify major events and periods in a town's economic, social, and political history, from pre-European contact to the present day, and how these shaped the built environment. For example, the arrival of the railroad to Exeter in 1841 completely changed the town's orientation and industrial landscape, with factories moving from the river to alongside the railroad tracks. Similarly, the arrival of the automobile in the mid-20th century opened up the hinterlands for residential development and contributed to the deindustrialization of the town and a gradual shift to being a bedroom community.

The context statement identifies types of resources associated with different aspects of local history. When coupled with a comprehensive historic resource inventory, it provides a context in which to evaluate the

significance of individual resources or groups of resources in the development of the Town. It aids in the prioritization process, helping to identify which buildings are the best examples of their types, and are worthy of recognition and preservation.

LOCAL AWARENESS OF HISTORIC AND CULTURAL RESOURCES

As noted above, ultimately the decision of what elements of Exeter's history are recognized, celebrated, and preserved depends on people's understanding of what is here and why it is of value. There is currently a range of organizations and projects with a shared goal of raising awareness of Exeter's history and cultural resources. These include self guided and occasional guided walking tours and an interpretive brochure offered by the Historical Society; museum exhibits and tours offered by the Exeter Historical Society, the American Independence Museum (AIM), and Historic New England (formerly the Society for the Preservation of New England Antiquities or SPNEA); and Revolutionary War Festival hosted by the AIM, the Town, and the Chamber of Commerce.

At the same time, opportunities exist to broaden these efforts in both the public and private sector. The Master Plan Visioning Sessions in January 2004 showed substantial public support for additional outreach efforts including more guided walking tours; information and interpretive programming related to historic resources on the Town website and the local public access cable station; a guide for owners of historic properties on the benefits and implications of historic designation; and a guide to local history and historic and cultural resources that would be available to all residents and visitors. Completing these projects will in turn require resources in the form of both funding and time from volunteers.

EXTENSION OF TOWN HISTORIC DISTRICTS

Exeter has two Historic Districts that are both locally designated and listed on the National Register of Historic Places: the Front Street Historic District and the Downtown Commercial Historic District. Extending the boundaries of these districts was another proposal that received substantial support at the Master Plan Visioning Sessions. The ability to implement this recommendation will depend in large part on the success of the educational and outreach activities described above.

In 2003 the Town proposed an extension of the Historic District out High Street (NH Route 27) from its current boundary at Portsmouth Avenue (NH Route 108) to Drinkwater Road. This district contains a substantial number of 19th and early 20th century buildings. The proposal was opposed and eventually defeated by a group of residents within the pro-

posed district concerned about restrictions that would be imposed upon their properties if they were included into the Historic District. In many cases, the limitations imposed by listing on the National Register are more perceived than substantive.

Listing on the National Register is largely honorary, and only results in restrictions if projects involving federal funds or federal permits would threaten a property. Owners of federally listed properties are not limited in their ability to alter their properties provided there is no federal involvement in the project. The National Register is discussed in greater detail in the following section.

As the two Historic Districts are not just listed on the National Register, but are also locally designated, property owners are subject to review of proposed changes to the exterior of their property, including changes in design, materials, color, and structure. Routine maintenance is not subject to review, nor are interior changes that do not impact the exterior appearance. The historic districts Preservation Guidelines are not intended to delay or prevent property owners from performing normal and ordinary maintenance or repairs, but rather are a sincere effort to help the community preserve the historic ‘uniqueness’ of Exeter.

The Historic District Commission has rejected only a handful of proposed alterations over the years. However, the prospect of being subject to review can be threatening to property owners who are not familiar with the review process and how the potential limitations are balanced with the benefits. Previous attempts to extend the Historic District boundaries have not involved adequate outreach to property owners to ensure that all potentially affected parties have a full understanding of the proposal. The resource guide for property owners proposed at the Visioning Session will be a valuable piece of such an outreach effort, combined with direct contact with owners to understand their concerns and address them.

5. Tools & Techniques

No single program will ensure that the historic places that give Exeter its character will be here for future generations. The following pages describe some of the key tools used by communities to protect, care for, and raise awareness of their historic and cultural resources. These run the gamut from planning to education, and from regulation to tax incentives. Some of these tools are already in use in Exeter, while others have been used successfully in other communities and should be explored by the Town.

CULTURAL RESOURCE INVENTORIES & TOWN-WIDE AREA FORMS

Cultural resource surveys are a valuable tool to identify and evaluate historic resources. Just as information on important natural areas is useful in shaping growth, the first step in developing a plan for stewardship of historic and cultural resources is to understand what resources you have. Resource inventories can be particularly useful when combined with historic context statements, sometimes referred to in New Hampshire as Town-Wide Area Forms. Context statements take a broad view of local history, identifying major periods in a town's economic, social, and political history, and how historical events shaped the built environment. Part of the role of a context statement is to identify types of resources associated with different aspects of local history: for example mill buildings and railroad infrastructure as artifacts of 19th century industrial development. Knowing what resources were critical to the development of the Town in each era of its history helps in prioritizing preservation projects.

Exeter has excellent information on the many fine 18th and 19th Century buildings that make up the Town's two historic districts. Information on historic resources elsewhere in Town, and from the more recent past, is less complete. Several partial inventories have been done as part of transportation and pipeline projects. However, a comprehensive historic resource inventory extending from the pre-settlement period up through the mid-20th Century has never been undertaken for the Town. Such an inventory would provide valuable guidance in shaping the Town's efforts to preserve, enhance, and celebrate its heritage.

RECOGNITION & REGULATORY TOOLS

1) The National Register of Historic Places

The National Register of Historic Places is the Nation's official list of cultural resources worthy of preservation. Authorized under the National Historic Preservation Act of 1966, the National Register is part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect our historic and archeological resources. Properties listed on the Register include districts, sites, buildings, structures, and objects that are significant in American history, architecture, archeology, engineering, and culture.

Exeter has two historic districts that are listed on the National Register: the Front Street Historic District, established in 1971, (containing over 40 structures), and the Waterfront/Commercial Historic District established in 1979 (containing 79 structures). Both districts display

an excellent variety of architecture, including examples of the Georgian, Federal, Greek and Gothic Revivals, and later Victorian periods.

The National Register is administered at the national level by the National Park Service (NPS). Here in New Hampshire, the New Hampshire Division of Historic Resources (NHDHR) administers the National Register program. In addition to honorific recognition, listing in the National Register results in the following benefits:

- Eligibility for certain tax provisions -- Owners of properties listed in the National Register may be eligible for a 20% investment tax credit for the certified rehabilitation of income-producing historic structures such as commercial, industrial, or rental residential buildings. This credit is described in the incentives section below.
- Consideration in planning for Federal, federally licensed, and federally assisted projects -- Section 106 of the National Historic Preservation Act of 1966 requires that Federal agencies allow the Advisory Council on Historic Preservation an opportunity to comment on all projects affecting historic properties either listed in or determined eligible for listing in the National Register. The Advisory Council oversees and ensures the consideration of historic properties in the Federal planning process.
- Qualification for grants for historic preservation -- Limited federal grant funds are available for the preservation of buildings listed on the National Register. For more information on Federal grants for historic preservation and the Federal tax incentive program, visit the NPS Heritage Preservation Service's website. Listing is also necessary to secure grants from certain private preservation organizations such as the National Trust for Historic Preservation.
- Owners of private property listed in the National Register are free to maintain, manage, or dispose of their property as they choose provided that no Federal monies are involved.

2) The NH State Register of Historic Places

The NH Division of Historical Resources (NHDHR) also maintains the NH State Register of Historic Places. As with the National Register, listing on the State Register is a way of acknowledging a property's historical significance. Listing on the State Register can contribute to the preservation of historic properties in a number of ways. Listed properties receive consideration and advocacy in the planning of publicly funded or otherwise assisted projects. They qualify for state

financial assistance for preservation projects, when funds are available. Listed properties can also receive special consideration or relief in the application of some access, building and safety code regulations. Finally, owners of listed properties receive a complimentary one-year membership to the New Hampshire Preservation Alliance.

3) Local Historic District Designation

Exeter's two historic districts are also locally designated and are depicted on the Town's existing Zoning Map. As noted above, the National Register is largely honorary in nature, and designation carries with it little regulatory authority to ensure stewardship. It is historic designation at the local level that provides for oversight to maintain the character of historic buildings and districts. The Town has established a Historic District provision in the Zoning Ordinance, and a Historic District Commission (HDC) whose purpose is to "safeguard the heritage of the Town as it is represented in structures of historical and architectural value located in an historic district." The District is also intended to conserve property values and to promote the use of the Town's history for the education of its residents. The HDC Preservation Guidelines govern the architectural style of structures within the districts including exterior facades, materials, scale, signage and other details. Expanding the boundaries of the historic districts has been proposed previously, and received substantial support during the Master Plan visioning process.

4) Demolition Delay Ordinances

It is common for buildings outside of designated historic districts to be demolished even though they may have significant historic value. One approach to addressing this situation is adoption of a demolition delay ordinance applying to buildings over a certain age – typically the 50 year threshold dictated by the National Register. Such ordinances create a waiting period for issuance of a demolition permit in order to allow time to document a building and determine its historic significance. If the building is found to be significant, the ordinance provides a limited window of time in which the Historic District Commission or other body may work with the property owner to find an alternative solution to demolition – usually seeking someone willing to move the structure. Concord, NH has adopted such an ordinance with a 60 day waiting period. Keene has adopted an ordinance with a 5 day period to determine significance, combined with a 30 day period to find an alternative if the property is found to be significant. Ultimately the property owner's right to demolish the structure is unimpaired.

5) Heritage Commissions

While Exeter has a Historic District Commission to oversee protection of the unique cultural and historic resources located in the town's two Historic Districts, a Heritage Commission would play a broader role both in terms of geography and the types of projects it undertakes. Several NH communities have adopted Heritage Commissions with town-wide responsibility, including Amherst, Chester, Hollis, Gilford, Manchester, North Hampton, and Windham.

The responsibility of a Heritage Commission typically includes inventory and recognition of historic resources; and educational and marketing activities related to local heritage, such as programs for owners of historic properties, broad public education programs, and marketing of local heritage as an economic development measure. A Heritage Commission may have regulatory oversight of town-wide provisions such as demolition delay measures.

In the case of Hollis, NH, the Heritage Commission is a separate body from the Historic District Commission. In the case of Manchester, NH, the Heritage Commission oversees both town-wide programs and regulations specific to designated Historic Districts. The Town should explore these different models and their appropriateness for Exeter.

INCENTIVE-BASED TOOLS

1) Certified Local Government (CLG) Designation

Communities that demonstrate a commitment to local historic preservation, and take on local management of the National Register program can be recognized by the NHDHR as a Certified Local Government (CLG). CLG communities are eligible to receive matching grant funding available through the NHDHR for historic resource inventories and other preservation projects. Currently NH has 12 CLG communities. Funding to CLGs comes from a set-aside program by which 10% of the total federal Historic Preservation Fund dollars that come to the state are made available to CLGs on a competitive grant basis. For NH that 10% equates to about \$36,000 annually, though not all CLGs apply for grants regularly, so funds potentially available to the town would be greater than that amount simply divided thirteen ways. Grants feature a 50%/50% match requirement.

2) Federal Tax Incentives

Owners of properties listed in the National Register may be eligible for a 20% investment tax credit for the certified rehabilitation of in-

come-producing certified historic structures such as commercial, industrial, or rental residential buildings. This credit can be combined with a straight-line depreciation period of 27.5 years for residential property and 31.5 years for nonresidential property for the depreciable basis of the rehabilitated building reduced by the amount of the tax credit claimed. Federal tax deductions are also available for charitable contributions for conservation purposes of partial interests in historically important land areas or structures.

3) Historic Preservation Easements

A Conservation or Preservation Easement donates certain specified rights over a portion of a historic property (i.e. a facade) to a qualified local, state, or private entity that in turn ensures the preservation of that portion of the property. The New Hampshire Preservation Alliance often plays this management role. The value of the donated easement is tax deductible as a charitable contribution that cannot exceed 50% of the taxpayer's adjusted gross income in the year of the donation. Qualified properties must be listed on the National Register of Historic Places. For more information on conservation or preservation easements visit the Advisory Council on Historic Preservation's Guide to Historic Preservation Tax Incentives.

4) The NH Land and Community Heritage Investment Program (LCHIP)

The Land and Community Heritage Investment Program (LCHIP) was established by the NH Legislature in May of 2000 for the purpose of providing matching grants to communities to help acquire and protect important lands and historic structures. In its first three years of operation, the LCHIP program had \$3 and \$6 million per year available for grants. Exeter successfully used the LCHIP program in 2002 to help acquire the Wiggin/Raynes Barn. The program depends on annual general fund appropriations by the legislature, and while it has been an exceptionally popular and successful program, it was not funded for 2004. Should it again receive funding, it is a key resource for protecting historic resources.

5) Historic Barn Rehabilitation Incentives

Two incentive programs target preservation of historic barns. The NH Preservation Alliance offers a Historic Barn Assessment grant program to help barn owners assess the needs of their historic structures. The program offers competitive matching grants of \$250-\$400 to hire a barn assessment consultant to determine what is needed to stabilize, repair and reuse the structure. The State also allows municipalities to offer property tax incentives for the preservation of barns if the

owner can demonstrate a public benefit from the project, and agrees to a 10-year historic preservation easement protecting the barn.

MAIN STREET PROGRAMS

The Main Street program was developed in the late 1970s by the National Trust for Historic Preservation, and piloted in three Midwestern communities. The program was designed to revitalize historic small towns where highway bypasses or regional shopping malls had rerouted traffic and business activity away from downtown. The Main Street program is a comprehensive, incremental approach to revitalization built around a community's unique heritage and attributes. It pursues revitalization through a four-point approach, which focuses on organization, promotion, design, and economic restructuring. Local Main Street programs are cooperative efforts involving downtown businesses, civic organizations, town officials, and others with an interest in downtown.

Since 1997 the seventeen Main Street programs in New Hampshire have helped spur the creation of 183 net new businesses, 580 net new jobs, \$9.3 million in rehabilitation of existing buildings, and over \$16 million in new construction in their towns. In the Seacoast, Main Street communities include Durham, Dover, Newmarket and Somersworth.

The Exeter Area Chamber of Commerce already provides many of the sorts of downtown promotion activities typically taken on by a Main Street program, and it is unlikely that Exeter's downtown could support both a vital Chamber of Commerce and a vital Main Street program. However, there may be resources available through the NH Main Street Center that could support the ongoing work of the Chamber, including protecting and enhancing the character of Exeter's historic downtown.

HERITAGE TOURISM

Heritage tourism is a rapidly growing sector in the tourism market, as travelers seek out unique experiences that allow them to learn about real places rather than the generic environment of a resort or theme park. Through Strawberry Banke and other destinations, Portsmouth has been effective in marketing itself as a heritage tourism destination. Exeter is well positioned to tap this market as well, with the presence of the American Independence Museum, the American Independence Scenic Byway, various house museums, its historic downtown, and its proximity to the coast.

As with a Main Street program, successful heritage tourism programs involve: close collaboration between the business community, town officials, and cultural resource groups; finding the right fit between the

community and tourism; making sites and programs come alive through well designed interpretive programs and marketing; focusing on authenticity and quality; and ensuring adequate protection of the key cultural and historic resources that provide the attraction.

HERITAGE EDUCATION

The Exeter Historical Society runs a small but excellent museum with artifacts and exhibits telling the story of Exeter. The Society also offers a brochure with a self-guided walking tour of Exeter's two historic districts, and periodically offers guided tours. The American Independence Museum also offers excellent interpretive programs on the Revolutionary War, George Washington, the U.S. Constitution, and other aspects of Colonial life for students and adults, with student programs tied to state education standards. Many opportunities exist to expand such programs in Town. Expanding outreach efforts by the Historical Society to new audiences helps ensure that residents and visitors gain an appreciation for the Town and its history. Opportunities include expanding the use of the internet and local cable television for programming on cultural and historic resources; revising and updating existing walking tours and interpretive materials; offering more guided tour and living history activities; and distributing cultural resource information to all new residents. All of these approaches received support during the Master Plan visioning process.

VOLUNTEER PROGRAMS

Incorporating volunteers into local projects is increasingly important in New Hampshire, as municipal funding grows ever tighter. The good news is that a large pool of potential volunteers exists in town and the surrounding region in the form of high school and college students looking for internships, Eagle Scout candidates looking for projects, or retirees interested in giving back to the community. While some preservation projects require professional training in architectural history or building restoration, many opportunities exist to involve volunteers in projects like resource inventories, oral histories, and developing educational and outreach programs. The Town and the Historical Society should explore options for expanding use of volunteers to achieve the objectives described in this chapter.

6. Recommendations

RESOURCE IDENTIFICATION

Conduct and maintain a comprehensive inventory of historical places in Exeter. Increase public awareness of Exeter's cultural and historical resources.

- 1) Instruct the Historic District Commission and The Historical Society to jointly conduct, and periodically update, a comprehensive inventory of Exeter's historic and cultural resources.

EDUCATION

Promote awareness and stewardship of Exeter's historic and cultural resources through engaging educational materials and programs.

- 2) Establish an Exeter Heritage Group to:
 - Develop a Town-Wide Area Form incorporating a historic context statement for the town as described above.
 - Update and promote interpretive walking tours of Exeter's Historic Districts. This might include an audio or video directed tour sponsored by the Exeter Area Chamber of Commerce or by the Historical Society. Existing materials could be updated to accomplish this.
 - Encourage education and disseminate information concerning the historical assets of Exeter. The group should work with the Historical Society, the Exeter Historic District Commission and the American Independence Museum to identify the Town's most important historical and cultural resources for this purpose.
 - Work with the Historical Society and the Historic District Commission to develop educational materials and programs to ensure that owners of historic properties understand the significance of their properties and how to care for them.
 - Utilize Channel 22 and other media including the town website, newsletters, interpretive signage, and markers for historical education and events. Involve students and residents.
- 3) Hire a full time information technology employee to update and maintain an active Town website. Include information, such as historical and cultural resources, public notices and events.

RESOURCE PROTECTION AND STEWARDSHIP

Pursue an integrated approach to protecting, enhancing and capitalizing upon Exeter's cultural and historical resources. This should involve a combination of incentives, municipal investment, technical assistance, and planning and regulation integrated with the Town's land use planning program.

- 4) Apply for designation by the NH Division of Historic Resources as a Certified Local Government (CLG), which will allow the town to access funding for historic and cultural resource management.
- 5) Investigate establishment of a Heritage Commission, with town-wide responsibility to promote the proper recognition, use, and protection of the unique cultural and historic resources of Exeter. Should the Town decide to create a Heritage Commission, it could take on the responsibilities identified for the proposed Exeter Heritage Group described under recommendation #2 above.
- 6) Investigate use of Demolition Delay ordinances in other NH communities (Concord, Keene, Peterborough), and whether such an ordinance would be appropriate for Exeter.
- 7) Provide assistance from the Historic District Commission to neighborhoods that want to pursue inclusion in the Town's Historic District, including dissemination of information to ensure that property owners understand the benefits of historic district designation. This expansion may include but is not limited to High Street, Cass Street, and Pine Street.
- 8) Further explore the Downtown Historical Restoration Program to help revitalize the downtown area.
- 9) Revive the Waterfront Revitalization initiative, beginning by reforming and reactivating the project advisory committee.
- 10) Identify and develop volunteer programs and committees for preservation projects. Include Exeter Adult Education, UNH students/interns, and local students in these projects.
- 11) Conduct an independent archeological survey of the Town.

CULTURAL ACTIVITIES AND PROGRAMS

Encourage and support a vibrant array of cultural activities for residents and visitors.

- 12) Expand the usage of the Town Hall for cultural activities and programs. Upgrade the facility to enhance its use.
- 13) Rehabilitate and upgrade the stage in Swasey Park or consider replacing it with a gazebo.

Appendix I

Cultural & Historic Resources of Exeter

CULTURAL RESOURCES

1) Museums

- American Independence Museum
- Exeter Historical Society
- Fire Department Museum

2) Exeter Town Library

- Genealogy Section
- Internet Access
- Guest Speakers
- Passes to area museums and other events
- Busts of D.C. French, portrait of W. Robinson by Scully

3) Phillips Exeter Academy

- Lamont Art Gallery
- Concerts
- Guest Speakers and Lecturers
- Library - Collections, Exeter Imprints, early NH Broadsides

4) Art Galleries and Exhibits

- Exeter Arts Committee
- Seacoast Arts Association - Exhibit on 2nd floor of the Town Hall
- Exeter Hospital

5) Town Events

- Summer Concerts at Swasey Park and the Bandstand (Exeter Brass Band)
- Revolutionary War Festival
- Alewife Festival
- Travel and Trips through Oasis and Exeter Recreation Department

6) Documents

- Wheelwright Deed to Exeter
- Town of Exeter Books
- Declaration of Independence
- Nicholas Gilman annotated draft of the Constitution

- Historical collections at the Exeter Historical Society, Exeter Public Library, American Independence Museum, Congregational Church and Town Offices.

7) Areas, Parks and Commons

- Town House Common
- Park Street Common
- Gilman Park
- Kimball's Island
- Powder House Point
- Banks of the Exeter and Squamscott Rivers along Swasey Parkway
- Gale Park
- Exeter Railroad Industrial Area
- Exeter Mills Industrial Area
- Historic Districts
- Founders Park
- Robinson Female Seminary
- Linden Street Cemetery
- Exeter Country Club
- Exeter Sportsman Club

BUILDINGS & STRUCTURES

- 1) Historic Districts: Front Street and Waterfront Districts**
- 2) Town Hall at 7 Front St.
- 3) Sleeper House at 4 Front St.
- 4) Gardner House at 12 Front St.
- 5) Dudley House** at 14 Front St.
- 6) Major Blake's House at 24 Front St.
- 7) Congregational Church** at 21 Front St.
- 8) Historical Society building at 47 Front St.
- 9) Amos Tuck House at 89 Front St.
- 10) Exeter Inn at 90 Front St.
- 11) Granite Bank at 27 Front St.
- 12) Gilman - Garrison House **
- 13) Ladd - Gilman House ** of the American Independence Museum
- 14) Major John Gilman House**
- 15) Tenney House** at 65 High St.
- 16) Moses Kent House**
- 17) Edward Sewall Garrison House** at 16 Epping Rd.
- 18) Giddings Tavern
- 19) Swasey Pavilion
- 20) Folsom Tavern
- 21) Old Phillips Exeter Academy Library
- 22) Phillips Church

- 23) 1st and 3rd Phillips Exeter Academy buildings
- 24) Baptist Church at 2 Spring St.
- 25) IOKA/ Meyer Building on Water St.
- 26) Birthplace of Daniel Chester French at 34 Court St.
- 27) Home of General Gilman Marston at 48 Court St.
- 28) Home of Judge Henry A. Shute at 3 Pine St.
- 29) The first Exeter High School on 32 Court St.
- 30) The first Exeter Post Office on High St.
- 31) World War I Cannon on Winter St.
- 32) Raynes Barn
- 33) Lyford Home
- 34) Fort Rock Farm on Newfields Rd.
- 35) Brass Works
- 36) Conner Farm
- 37) Fogg Rawlins Home
- 38) Cram House
- 39) Old Phillips Exeter Academy Boathouse

**Listed on National Register of Historic Places, see Appendix 3

Cultural & Historic Resources Map

To Be Inserted

Appendix 2

National Register of Historic Places

The following properties and districts in Exeter can be found on the National Register of Historic Places, as of 1 April 2004. For the most recent listing, please access the National Register Information System at www.nr.nps.gov.

Description	Location	Listing Date
Dudley House	14 Front St.	1971-06-21
Exeter Waterfront Commercial Historic District	Chestnut Hill Ave., Water, Franklin, Pleasant, High and Chestnut Sts.	1980-12-03
Exeter Waterfront Commercial Historic District (Boundary Increase)	Chestnut St.	1986-12-29
First Church	21 Front St.	1971-09-10
Front Street Historic District	Front St. to the junction with Lincoln St.	1973-07-05
Gilman Garrison House	12 Water St.	1976-09-27
Gilman, Maj. John, House	25 Cass St.	1988-06-14
Ladd--Gilman House	Governors Lane and Water St.	1974-12-02
Moses--Kent House	1 Pine St.	1985-09-12
Sewall, Edward, Garrison	16 Epping Rd.	1980-01-11

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